

## Evidence-Based Recruitment Practices Supplemental Information

February 2013 BCCSP Advisory Board Meeting

### RFA Question:

**Describe the applicant's capacity to recruit eligible WWC women utilizing evidenced-based practices.**

### RFA Definition for Evidence-Based:

Evidence-based is defined as the explicit and judicious use of current best evidence from systematic research to determine the most effective course of recruitment, such as The Community Guide to Clinical Preventive Services for evidence-based practices to increase cancer screenings. <http://www.thecommunityguide.org/cancer/index.html>

### Scoring of Question:

- ✓ 3 points: Clear and documented capacity to recruit using evidence-based practices
- ✓ 2 points: Clear plan to recruit using evidence-based practices
- ✓ 1 point: Does not clearly reference evidence-based practices
- ✓ 0 points: no response or response is incomplete.

### What does evidence-based mean?

- ✓ Agency implements recruitment work that has been **PROVEN or SHOWN** to be effective by a credible, outside source (either through a group/agency, research paper, journal, etc.)
- ✓ Agency does not just say “we plan to do this because we know it works”

### What is ‘capacity’:

- ✓ **This is a bit more subjective.** Applicant should describe what is within reason and ability given available staff, funding, skills, ability, etc.
  - If a clinic in rural Colorado with 2 staff (a physician and a medical assistant) tell you they are going to do a large media campaign and conduct weekly education classes on breast health—may be a red flag to further assess whether they truly have the capacity to do that.

### Ask yourself:

- ✓ Did they tell me what specific activities they plan to do? (stating you will do “evidence-based recruitment” is not an activity)
- ✓ Will these activities work?
- ✓ Can this agency reasonably do these activities? How do I know that?



### **The Community Guide Recruitment Practices for Cancer Screening:**

*(Most agencies will reference one or some of these types of activities without actually saying it came from The Community Guide. That is ok.)*

**Insufficient evidence:** There is not enough evidence available for review to identify whether the practice works or not.

#### A. Client-oriented interventions

Interventions	Breast Cancer	Cervical Cancer
<a href="#">Client Reminders</a>	Recommended July 2010	Recommended July 2010
<a href="#">Client Incentives</a>	Insufficient Evidence July 2010	Insufficient Evidence July 2010
<a href="#">Small Media</a>	Recommended December 2005	Recommended December 2005
<a href="#">Mass Media</a>	Insufficient Evidence October 2009	Insufficient Evidence October 2009
<a href="#">Group Education</a>	Recommended October 2009	Insufficient Evidence October 2009
<a href="#">One-on-One Education</a>	Recommended March 2010	Recommended March 2010
<a href="#">Reducing Structural Barriers</a>	Recommended March 2010	Insufficient Evidence March 2010
<a href="#">Reducing Client Out-of-Pocket Costs</a>	Recommended October 2009	Insufficient Evidence October 2009

#### B. Provider-oriented interventions

Interventions	Breast and Cervical Cancer
<a href="#">Provider Assessment &amp; Feedback</a>	Recommended October 2009
<a href="#">Provider Incentives</a>	Insufficient Evidence October 2009
<a href="#">Provider Reminder &amp; Recall Systems</a>	Recommended February 2006